GuideStar
by Candid.

2021 Platinum Seal outreach toolkit

Way to go! You've earned a Platinum Seal. Show off your achievement by sharing your seal on your site and on social media.

Show the 2021 Platinum Seal on your website:

1. In the Profile Update Tool, go the Benefits section.

2. Click on the Get Widget button and follow the directions.

A widget is a snippet of code you can add to your website. It will display your Seal of Transparency and link back to your Nonprofit Profile. Even better, it will automatically update when you earn a new Seal!

Download your seal in the following formats:

1. Scalable svg files with transparent background to display on your website

2. High resolution eps files for print materials

3. Color png files, large and small, for use in newsletters and social media

By using the 2021 Seal on your printed materials, you are agreeing to our Terms and Conditions.

Use this sample text on social media:

We earned a 2021 Platinum Seal of Transparency! Learn more about our organization's impact through our #NonprofitProfile on @CandidDotOrg:
[*insert URL to your nonprofit profile on GuideStar*]

Sample text for your newsletters:

Our organization earned a 2021 Platinum Seal of Transparency! Now, everyone can see our strategy, metrics, and achievements. Check out our updated #NonprofitProfile on Candid:
[*insert URL to your nonprofit profile on GuideStar*]